



## **Arlington Commission for Arts & Culture**

Date: Thursday, November 2, 2023

Time: 7:00-8:30p

Location: Town Hall, 2nd Floor Conference Room – Hybrid with Zoom -  
<https://town-arlington-ma-us.zoom.us/j/81541337742>

Passcode: 851035

**Attendees:** Stewart Ikeda, Christine Noah, Nicole Cuff, Brian McMurray, Cristin Canterbury Bagnall, Lidia Kenig-Scher, Beth Locke, Tom Formicola

**Absent:** Sarah Morgan-Wu

**Guests:** Katie Luczai, Anna Litten, Greta Mastro, Cecily Miller

Meeting called to order at 7:04pm.

### **Agenda**

1. For Approval: [October minutes](#) 7:00p-7:05p
  - October minutes were approved unanimously without changes. Nicole Cuff abstained.
2. **Minutes & Secretary** 7:05p-7:10p
  - Christine will serve as secretary for now.
3. **DPCD & Chair Updates** 7:10p-7:30p
  - Discussion of what to do for upcoming meetings (hybrid vs. remote).
    - There was interest in having the December meeting be fully remote. Potentially in the summer also. We can check back in around then.
    - As long as we have the room available and the tech to support it, it seems helpful to always have a hybrid option if we're having meetings in person.
    - We could add a public comments section to be safe and cover our bases.
    - If we have something involving brainstorming or strategizing, we should make that fully in-person.

- Post and share [commissioner role description](#) on the website and social, circulate through Town lists, etc. and distribute [photosheet fliers](#).
  - If there are events, we can have copies available. You can also print them out and share them at other gatherings / events you're going to outside of ACAC. Stewart will get some copies made from Swifty and Lidia will pick them up.
  - We can definitely have some at Open Studios at ACA and the Artists Market at TRG.
- APS student commissioner (Greta Mastro)
  - **Vote** needed to change language for term length for students (change at-large role from 2-yr to 1-yr)
    - Cristin made a motion to amend the by-laws to change the term length for one at-large commissioner role from 2 years to 1 year to welcome student participation. The motion passed unanimously with no abstentions.
    - We will need to propose this at spring Town Meeting to officially make this change in the Town by-laws.
  - Greta has been looking into volunteer credit hours, internships, etc. and how our opportunity for a school commissioner role can align with school requirements.
  - Greta made some remarks about her interest in establishing this role. She's trying to iron out the time commitment to make it manageable for students. It could be a track over a couple of years where students transition to different roles as they progress.
- Marketing has wanted to support **Your Arlington** arts & ACD coverage as a sponsor, and get advertising placement.
  - **Vote** needed [Commendation for Bob](#) on his retirement, years of service.
    - Bob Sprague's retirement party is Wed, Nov. 15 at 7pm at Donut Villa (program 8-9:30pm).
    - We've talked about sponsoring Your Arlington now that they're a nonprofit and the promotional benefit is great. Bob's been a great advocate for the arts in town both in YA and on social media.
    - Stewart proposes that through our Marketing Committee we will take about a \$1,500 sponsorship annually for YA. That comes with 5 seats at Bob's retirement party if anyone would like to attend.
    - Stewart drafted language for our commendation, to come from the entire commission.
    - Stewart, Christine, and Lidia can attend the retirement celebration. If anyone else wants to come, let Stewart know.
    - Beth has some certificate examples she can share for us to model our certificate off of. She will share them with Stewart.
- DPCD updates from Katie.
  - We have some mural funding left over and we're in conversations with the bus depot to put a mural there. We're thinking something similar to the service station where we cover the whole structure with some kind of design.
    - We had such a great response from the community You Are Loved mural at TRG. We could recreate something similar led by a local artist.

- There used to be a mural there and people were upset when it was painted over, so we think people will be excited about this.
- Katie came across our ACD audio tour and wants to find more ways to share it. She'd like to create markers for each stop to better advertise it. She has mocked up some designs.
  - It would be eligible for a matching grant with Freedom's Way as it falls under inclusive storytelling and revolutionary stories. If we have some funding to throw at this, we could get some additional funds.
  - Ballpark figure for the markers would be somewhere around \$55/marker, maybe under \$10K for total cost.
  - The Marketing Committee could take a look at the marker designs.

4. **Discussion: Volunteer Needs for Upcoming Events** 7:30p-7:40p

- Table at Open Studios on November 12 (sharing with ArtLinks & Arlington250)
  - 11am-5pm on Sunday, November 12 at ACA.
  - We have some coasters, stickers, and we can include copies of the commission role photo sheet doc. We don't have new brochures at the moment but Beth can get some printed for the 12th.
  - Cristin will meet Lidia there to get stuff out on the table. It's a 6ft table so there's not much space. Stewart can help take stuff over and set up at 10am. If others can join, even for a bit, please come by!
  - Cecily noted that we have an exhibition up at Town Hall that's part of the Black Joy project, and the three artists are participating in Open Studio together so they will have a table in Town Hall where the exhibition is. They'll also be joined by one or two folks from Sisters in Stitches. We should have some Arts Arlington postcards there. Cristin has tables we can use for this if necessary. Cecily will be there but if others want to stop by and show support, that would be great.

5. **Discussion: Fundraising** 7:40-8:00p

- Planning for the end of year appeal
  - Mural planning process was a great process with lots of folks who were engaged and connected. We've begun to see the results of that already and it plays into future work we'll do. The most recent mural has wonderful photos and it was a great community event. We can encourage more people to participate in the future as well. The community aspect of it is really important and unique. The way the mural project also brings in business / landowners is great too. It has helped us tap more deeply into more people who have not engaged before. That could help tee us up for future business support as well. Beth could help us promote that.
  - Climate Futures was a great project with the student participation and the reception at the high school, which was such a cool community moment. The 4-page article in *Art New England* has some excellent coverage and photos. It involves kids, arts, and environment, and shows that we're getting attention for the town in the media.

- It might make sense to include something about 250 and the potential projects we have on the horizon during that time frame. It might be of interest for people to be aware of and it shows how we're integrating into larger town events. We are taking a leading role in that and it will be part of our multi-year planning.
- We were able to support 21 local artists through the Grants Committee last year. We have 64 applications this year, which has tripled. The amount requested is 4x more than what we have so we could potentially solicit more funds to support the projects that we aren't able to cover. This could be a good angle for social media fundraising or some other focused campaign.
- We're looking for 250 funding, so if you have any ideas or hear of any other town entities or organizations that might be going after funding that we could collaborate on or complement, let Stewart and Christine know!
- Please keep an eye out for potential Fundraising Committee members! If you come across anyone who may be interested, please let Christine know.

#### 6. **Community Engagement Updates**

8:00-8:20p

- There is interest in having a mural on the building in the alleyway where Maria Lobo's temporary mural was hanging. The landlord has been pursuing making that parklet permanent. We should keep that relationship warm.
- There are some artists who specialize in topography (master letterers) so if we wanted to think about the Cultural District wall, a vibrant color and pattern with typography might be a good way to go. Cecily can collect some contacts for that type of design.
- Someone from Arlington Catholic expressed interest in a mural on that same alleyway. We could potentially tackle both of those walls at once. If the parklet is permanent, we could even have a ground mural.
- American Alarm folks were also interested in doing something in their space.
- Someone from Center Squared Realty near Kickstand said he doesn't think we'll get the landlord to agree to do anything there.
- One concern for building owners is painting the brickwork, so we could explore the potential of painting panels instead.
- Katie is starting to look at vacant storefronts and cyanotype is a potential opportunity for those.
- Circling back on meeting with Leo to discuss how we engage with the high school art program and students. Especially now that we just had the high school added to the Cultural District, now seems like a good opportunity to explore our relationship. Stewart and Cecily will meet with him and Cristin or Laurie could also attend.
- The mural ribbon cutting is this Saturday at 3pm. Please attend if you can! There will be music and refreshments at TRG.

#### 7. **New Business**

8:20-8:30p

- The Grants Committee has been busy! They've received all of their applications for this year's grant cycle (64 requesting just shy of \$93K in funding). The committee is now going to read, review, and score all of the applications. The voting meeting will likely be in December. Announcements will likely be in January and there will be a reception.

- Stewart received a copy of the Town's communication policy that everyone is required to read who will be working on the Town's website or social media channels. If that applies to you, please read it and confirm that you've read it!
- The Cultural District Facebook page is very outdated and the Marketing Committee recommends we shut it down.
- Katie reminded everyone to complete their ethics training! She will reshare the link. It only lasts for two years.
- The third annual Artist Market at TRG is coming up! There were 16 applications for the wall artists and 25 for the tables—it was whittled down to 4 for the wall and 4 tables every Saturday. It starts the 1st of December and runs the whole month, with the wall art staying until the end of January. The Plein Air artists will exhibit at TRG on December 2nd.

Meeting ended at 8:26pm.

**Next meeting will be Thursday, December 7 from 7:00-8:30p**

FY24 Budget : ACAC Summary				
PREVIOUSLY RAISED FUNDS		FY24 Budget	FY24 Actual to date	Comments
	Unrestricted uses	\$28,342		
	Cultural District	\$24,587		
REVENUE		FY24 Budget	FY24 Actual to date	Comments
Available Funds	Allocation from Town of Arlington	\$35,000	\$35,000	
	Grants	\$79,300	\$79,300	
Fundraising	Individual Donations	\$5,000	\$0	
	Business Donations	\$7,500	\$100	
	<b>TOTAL</b>	<b>\$151,387</b>		Total of previously raised funds, available funds, and projected fundraising

EXPENSES		FY23 Budget	FY24 Actual to date	Comments
<b>Programs</b>	<b>Programming</b>			
	Climate Futures Programming	\$750	\$550	
	Drake Village Mosaic Project	\$2,500		
	Grants Committee projects	\$21,300		
	Inheirittance Plastic Project	\$1,500		
	Kari Percival Wheatpaste	\$2,500		
	Live Arts	\$4,000	\$1,900	
	Mural Project	\$43,000		
	Plein Air Painting on Town Day	\$2,000	\$1,748	
	Poet Laureate	\$1,500		
	Black Joy Project	\$8,045	\$2,522	
	Public Art Curation	\$20,000	\$5,000	
	Banner Project	\$7,000		
	Townwide Painting Projects incl utility boxes	\$6,000	\$2,000	
	Additional Projects	\$2,500	\$370	
	Mural Celebrations and Support	\$2,500	\$700	
	<b>Total Programs</b>	<b>\$125,095</b>	<b>\$14,090</b>	
<b>Website</b>	<b>Total Website</b>	<b>\$5,000</b>	<b>0</b>	
<b>Marketing</b>	Consultant	\$9,600	\$4,000	
	Advertising	\$5,000	\$2,265	
	Marketing	\$3,000	\$1,354	
	Cultural District Signage and brochures	\$5,000		
	<b>Total Marketing</b>	<b>\$14,600</b>	<b>\$7,619</b>	
<b>Fundraising</b>	<b>Total Fundraising</b>	<b>\$1,200</b>	<b>250</b>	
	<b>TOTAL EXPENSES</b>	<b>\$145,895</b>	<b>\$21,959</b>	
	<b>TOTAL FUNDS AVAIL &amp; BUDGETED REV</b>	<b>\$151,387</b>		